



Virg Bernero, Mayor

Neighborhood Concerts in the Park

Neighborhood Concert in the Park Series June-August 2015

Bring your blanket, family and friends to our 2015 edition of our Concert in the Park Series! Eight free concerts will be held from 7-9pm on Wednesday evenings, beginning June 10th and ending August 5th. Perfect for you, no matter what age you are. The Neighborhood Concerts in the Park are made possible by the generous financial support of sponsors who pay 100% of the direct costs. Come out and be a part of the excitement, FREE entertainment and great outdoors in Lansing's beautiful parks. Food vendors will be onsite at each performance with great eats to feed your family at a minimal cost, so you don't even need to worry about a meal. So come on, make some memories this summer that will last forever!



Target Market

- Families and individuals of all ages from Lansing and surrounding communities.



Exposure

- Event is advertised in our Community Activities Guide which is published three times a year and reaches 14,000 households and businesses in the area. 7,000 of those are directly mailed to homes in the Greater Lansing area.
- 7000+ attendees, with broad pre-event publicity and media coverage.
- All concerts are live streamed by Lansing Public Media and are available for repeated viewing at <http://vimeo.com/lansingmedia/>
- 6,000 direct emails sent monthly to announce the concerts.
- Over 2,000 Facebook fans following Lansing Parks and Recreation.

Timeframe

- Publicity begins in April and runs until series conclusion in late August.

Concert Schedule

- Concerts begin early June and run through early August.
- Includes our 4th of July Concert and Firework show.

Sponsorship Opportunities:

Gold - \$1,000

- A 3 foot by 1.5 foot sign featuring your company seen each week as it hangs from the front of the stage.
- Business logo in a Thank You in the Fall Community Activities Guide.
- Business logo placed with event promotion on commercials, City of Lansing website, flyers and posters.
- Recognized sponsor in promotional media flyer, e-mail announcements and event signage
- Booth at each event



Silver - \$750

- Business logo in a Thank You in the Fall Community Activities Guide.
- Logo included on all event signage
- Recognized sponsor in promotional media flyer, e-mail announcements and event signage
- Booth at each event

Bronze - \$500

- Business mentioned in a Thank You in the Fall Community Activities Guide.
- Business name included on all event signage
- Recognized sponsor in promotional media flyer, e-mail announcements and event signage
- Booth at each event



Your Parks. Your Programs. Your Community.

All sponsors will be invited to Enjoy light refreshments, special seating and on stage recognition at our Sponsor Recognition Concert in August.

For more information, please contact: Emily Stevens, Manager of Leisure Services
517.483.6074 | estevens@lansingmi.gov | Lansing Parks and Recreation | 2400 Hall Street | Lansing, MI 48906